

Charlottesville Water Conservation



2021 Highlight Report

MISSION & VISION

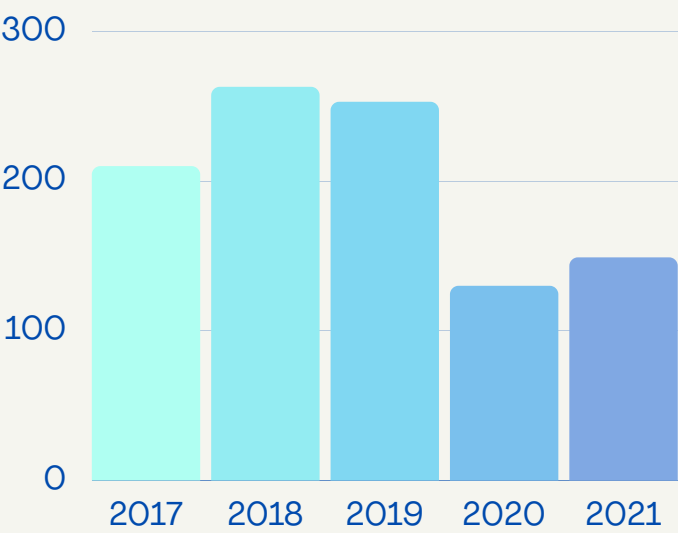
The Charlottesville Water Conservation Program educates and provides resources promoting water efficiency and conservation. the program utilizes rebates, incentives, community events, marketing, and other means to reach the Charlottesville community.



WATERSENSE TOILET REBATES

The City offers a \$100 rebate for replacing older style toilets (up to 3) with WaterSense labeled toilets.

- **149 toilet rebates issued in 2021.**
- 7,299 total toilet rebates issued since 2002.
- 68 million gallons of water saved per year.



Total Number of WaterSense Toilets Rebated by Year

WATERSENSE FAUCET AERATORS

210 issued in 2021



WATERSENSE SHOWERHEADS

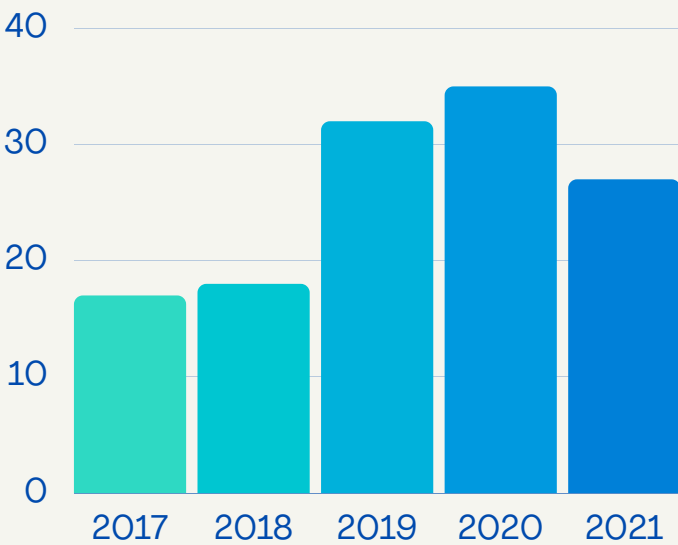
30 issued in 2021

The City offers FREE Water Conservation Kits that come with WaterSense labeled showerheads and faucet aerators, and toilet leak detection dye tablets!

RAIN BARREL REBATES

The City offers a \$30 rebate for installing a rain barrel (up to 2) to help use rainwater for watering plants.

- **27 rain barrel rebates issued in 2021.**
- 861 total rain barrel rebates issued since 2009.



Total Number of Rain Barrel Rebates Issued by Year

STAYING REMOTE

Due to COVID-19, we focused on remote outreach and engagement. We were able to deliver our primary fall and spring campaigns with virtual and digital elements.

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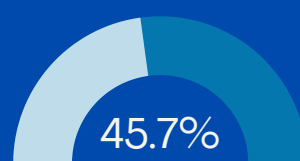


ENERGY AND WATER MANAGEMENT PROGRAM



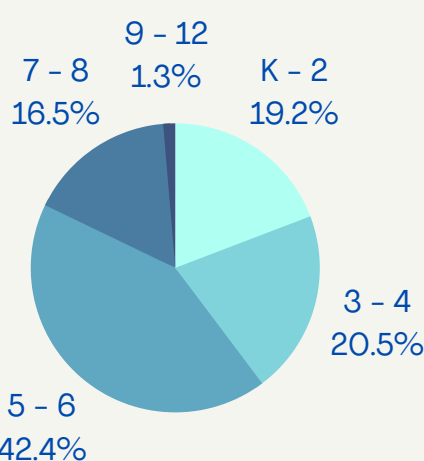
- Managed the water for +70 City facilities.
- Delivered 400 climate action kits to the entire 5th grade class at Charlottesville City Schools with leak detection activity.
- Quarterly educational materials and messaging for CCS students.

- 45.7% increase in water use across all City and CCS facilities compared to 2020 due to COVID-19 and building occupancy changes.



IMAGINE A DAY WITHOUT WATER

A joint fall outreach campaign with RWSA and ACSA. The campaign asked kids to artistically convey "Love Our Water".



224 Imagine a Day without Water Art Submissions in 2021. Pie chart shows breakdown of grade categories.



2021 Imagine a Day without Water Fan Favorite. Total of 870 online votes helped select the winner.

MEDIA

SOCIAL MEDIA

- 3,632 Total Engagements
- 175,674 Total Impressions
- 525 Total Link Clicks

PAID MEDIA

- 966 Total Engagements
- 756,593 Total Impressions

2021 WATERSENSE SUSTAINED EXCELLENCE AWARD

The City received its 7th consecutive EPA WaterSense Award, and Charlottesville was honored with a Sustained Excellence Award, WaterSense's highest honor.



FIX A LEAK MONTH

A joint spring outreach campaign with RWSA and ACSA.



We hosted several "events" to help encourage the community to save water and fix a leak!

- **Home Scavenger Hunt:** The community got to know their water fixtures and found and fixed water leaks.
- **River Scavenger Hunt:** The community headed to the river to learn about their water supply and how to conserve.
- **Virtual Fix a Leak Family 5K:** You can't have Fix a Leak without a running toilet!

Facebook: @CvilleWaterConservation

Twitter: @CvillePW

Instagram: @CvilleGreenCity

Charlottesville.gov/WaterConservation